

AMENDMENT

Please amend the claims as follows:

Claims 1 - 13 (canceled)

14 (currently amended): A method of distributing merchandise which benefits merchants through wider product distribution and beneficial association with another organization and which additionally benefits said organization, comprising the steps of:

generating a unique machine-readable code for said organization;

5 labeling a product container for said merchandise with said unique machine-readable code;

distributing said labeled product container to a member of said organization, wherein said step of distributing said labeled product container comprises the further steps of providing said labeled product container to a contact within said organization, and disbursing said labeled  
10 product container from said contact to said organization members;

reading said machine-readable code;

filling said labeled product container; and

compensating said organization responsive to said reading step.

Claim 15 (canceled)